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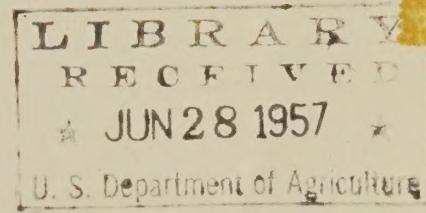
Wholesale Prices

Harrold's

PEDIGREED

PANSIES

for 1957 - 58



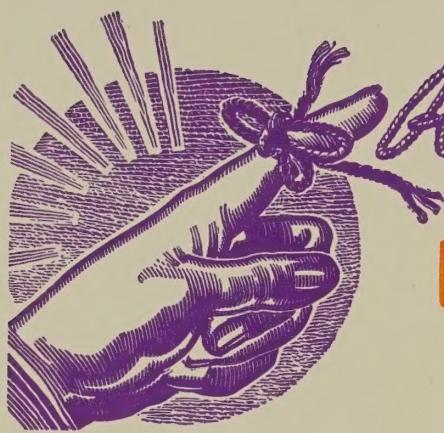
Harrold's Pansy Gardens and Greenhouses

HORTICULTURISTS SINCE 1902

P. O. BOX 29-WD

GRANTS PASS

OREGON, U. S. A.



Remember

Harrold's Pedigreed Strain

PANSIES

Are Your Best Value - Best Buy!

Information on this page, setting forth the advantages and exclusive character of this line of Pansy and Viola seeds, need not be brought to the attention of our thousands of regular users. However, each season, this catalogue comes into the hands of thousands of new folks who are not acquainted with the value of this line so we ask our regular customers to bear with us while we explain why we believe that we offer here America's outstanding selections of these seeds.

BACKED By THE LONGEST SPECIALIZED PERSONAL EXPERIENCE In AMERICA:

C. W. Harrold, our founder, is the oldest specialist in America today, both in point of years of age and years of experience. He still actively has charge of our growing and breeding program after well over half a century in this work. Others in our staff have been in the organization over 40 years.

AMERICA'S MOST COMPLETE LINE:

We list the most complete line of Pansy and Viola seeds available from a single American source today. Fifteen HARROLD'S PEDIGREED STRAIN VARIETIES, introduced and exclusively produced by our organization are unexcelled in their field today. We also stock and supply more than 60 other varieties, strains and colors comprising about all the worthwhile Pansies and Violas to be found. Some are of our own production, some come direct from the American or European originator.

A QUALITY LINE:

Selection may be made from this line to meet every requirement of quality, novelty, utility, habit, climatic adaptability and price. Many are exclusive to the Harrold line.

THIS IS A MODERN LINE:

More new strains or improved strains have been developed and released from our gardens since 1930 than from any other American source. Widely used and accepted we serve thousands of professional growers each year. We are constantly in touch with more than 9,000 professional tradesmen, many of whom have used our seeds for more than 25 years. Much valuable development work has been done, not alone in breeding the varieties themselves, but also in harvesting, storage, testing methods, compounding strains and general cultural procedure that affords the ultimate benefit to our customers.

YOU ARE PROFESSIONALLY PROTECTED:

For many years we have followed a strict policy of protecting our professional customers through limiting the privilege of wholesale prices exclusively to them. We issue two separate and distinct catalogues in order that this may be so and this professional edition is limited to tradesmen.

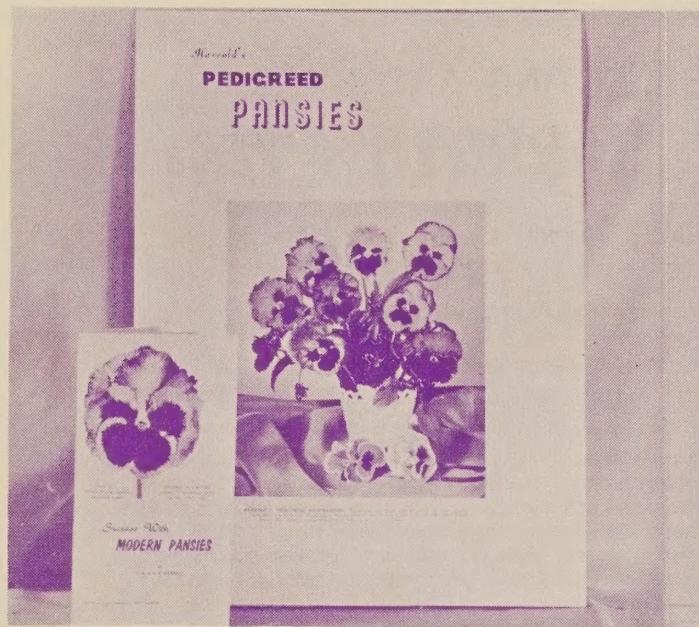
AN ESTABLISHED, ACCEPTED LINE:

HARROLD'S PEDIGREED STRAIN SPECIALTIES have been nationally advertised at both the trade and retail level for many years. Advertisements relative to it have appeared in some individual trade journals for more than 30 years. In National Magazines more than 3,000,000 copies appear annually with ads about Harrold's Pansies. We distribute several hundred thousand direct mail catalogues and folders on them each year at both the wholesale and retail levels. These latter materials are printed in our own printing and lithographic department that is completely equipped with three high-speed, automatic presses. The best recommendation of all, however, is the fact that we send out some 25,000 packets of these seeds each year to professional florists, nurserymen, large estates, park departments, resorts and fanciers in every State, all Canadian Provinces and 18 Foreign Countries. Practically every sale is made direct to the gardener who plants them.

A PRACTICAL PRICE SCHEDULE:

Growing many thousands of plants each year and supplying wholesale and retail customers we have kept more realistically in touch with the problems of profitable production than any of our contemporaries. We have established and maintained a price range on plants from Harrold's Pedigreed Seeds that is profitable to you and this goes a long way to help you make a profit from your efforts. Harrold's varieties bring profitable prices when well grown.

Harrold's FREE Advertising and Sales HELPS



FREE CULTURAL FOLDERS

Sample Enclosed

An ideal advertising piece to make more satisfied customers and useful in interesting more gardeners in using your Pansy plants. Handed to the gardener at the time he buys plants, these folders reduce the possibility of complaints and leads the customer to better results that will bring them back year after year.

The availability and modest cost of these folders in unlimited quantities makes practical their use in sales promotion work. Designed to go into a regular small business envelop they may be mailed out with statements or other business mail at no cost for postage and it is thoroughly practical to make a mailing of them to your best customers on a purely advertising basis. For this latter purpose they are far more effective than post cards because they impart much useful information.

THEY ARE COMPLETE: Expertly written so as to meet practically all questions, their 8 pages is adequate but not too large. Lithographed in colored ink they have good appearance and are pleasing and attractive. They help you spell out the quality of your product and service.

EXCLUSIVELY YOURS: Our address appears no where on them but **WE IMPRINT YOUR NAME AND ADDRESS ON EACH COPY COMPLETELY WITHOUT ADDITIONAL CHARGE.** **THEY SERVE YOUR CUSTOMER WITH YOUR**

FREE CULTURE BOOKLET & COLOR POSTER

SERVICE. This FREE imprinting is entirely exclusive. Not available from other firms.

FREE TO YOU WITH SEEDS

With each basic order for \$10.00 or more in Pansy Seeds of the HARROLD'S PEDIGREED ORIGINATIONS (those varieties whose name is prefixed by the name Harrold's) you will receive 20 copies of this folder without charge. For each \$1.00 above the basic \$10.00 you will receive 2 additional copies. If you are using these Harrold's Pansy Varieties for plant production you may purchase these folders in unlimited quantities at \$2.25 per 100; \$20.00 per 1,000; 5,000 for \$80.00 imprinted with your name. Seeds must have been purchased during season of use to qualify for this.

COLOR POSTERS

A stock item now at all times. Produced by the latest photographic-printing process on a new, high luster material, these show the most modern types of Pansies attractively.

FREE - A copy with your basic \$10.00 of order for Harrold's Originations and another with each added \$10.00 of order. Copies may be purchased at 50¢ each; 5 for \$1.00; 25 for \$4.00 postpaid.

Harrold FIRSTS

A FEW HARROLD PIONEER DEVELOPMENTS IN PANSIES.

The first cut flower strain of Pansies bred specifically for cutting.

The first compact strain specifically bred for pot or window box culture.

Pioneer work in formula, all crop blending to assure full range color in mixtures.

Development of pneumatic column seed grading to gravitational weight to eliminate unripe and defective seeds.

Development and maintenance of a laboratory-garden cross check on germination and strain quality backed by individual lot identification.

Maintenance of a check-back and adjustment service subsequent to sale to adjust cultural problems.

AMERICA'S MOST COMPLETE SELECTION OF PANSIES AND VIOLAS.

SELECTING AND GROWING

HARROLD'S Pedigreed Strain PANSIES

Easily Grown Almost Anywhere

In Bloom For Months In Most Climates

Hardy Practically Anywhere

The experience and breeding that has gone into the development of this Harrold's Pedigreed Strain line of Pansies affords you the ultimate in variety and quality in this ever popular group of plants. Every bedding plant retailer needs good Pansies each spring and always finds them one of his most popular and profitable items. They are easily grown with a minimum of equipment and with few exceptions are perfectly hardy in outdoor cultures anywhere in the U. S. A. and most of Canada.

With the exception of our Harrold's Pedigreed Cut-Flower Pansies TALL SELECTION, all the varieties offered in this catalogue should prove suitable for wintering in outdoor beds or cold-frames. In severe climates, good drainage, soil loose enough to prevent heaving from freezing and a light mulch should see your plantings through the winter easily.

PLANTING SCHEDULES

We are enclosing a card hanger which gives a basic outline of the usual planting schedules followed by most commercial growers. You may want to vary this some to meet your own requirements but it will be found to be a rather generally applicable schedule for those growers who are new producers. We have punched this card so it may be hung in a convenient spot in your workroom to remind you of this schedule.

GROW MORE PANSIES

If you have not already been growing Pansies you will find them to be a very valuable line with your other bedding plants. You will find Harrold's Pedigreed Pansies the most desirable to grow. The line is so complete, (The most extensive in America) that no matter what your requirements are some of the varieties will fill it best.

If you buy seedling plants, ask your grower to supply you Harrold's Pedigreed Varieties or better still contact him now and place your seasonal order for Harrold's Pansies so that he will be sure to have enough for you.

Where you plant and produce your own seedlings, be sure to plant enough to meet the brisk demand. If you have not been planting the seeds for your requirements, try some this year. You'll find it is not as difficult as you may think and there is a good profit in this home culture, not only from the cost of the plants but also from the saving in transportation costs. As we have all learned these past few years, quite often, the saving of transportation costs alone gives a pretty fair profit in producing many items we once bought as finished material. This is especially true if you are situated where you have to ship over a considerable distance.

FREE CULTURE BOOKLET

Our booklet "MODERN PANSIES" Their History, Culture and Habits will accompany all orders for seeds or plants. This gives complete information needed for your success with Pansies.

THE VARIETY TO SELECT

The selection offered in this catalogue is the most complete made by any grower of seeds or plants. At first glance the mere scope of the selection may be confusing but each variety has its own characteristic and use.

In mixtures the price range to some extent is an index to the capabilities of the variety as to the size of flower and richness of color range. The more costly are the more highly bred and more recent of introduction. There are colors and combinations in these varieties that are not included in the older and less costly sorts. From the standpoint of quality, however, all Harrold's Pedigreed Strain varieties are grown to a quality not a price.

BEDDING MIXTURES

In general there are two distinct groups of these. The socalled EXHIBITION GROUP is the largest flowered generally and the most useful where mass plantings in the most showy colors viewed from a distance is desired. The color formulas usually are of lighter shades that show to brilliant effect and this brightness is enhanced by the fact that this group has a characteristic smaller center blotch and develops more of the self (plain colors) than the fancy group.

The FANCY GROUP gives truly giant flowers in the darker and more velvety shades. The center blotch is large, covering three and sometimes all five petals over as much as half their area. The general effect is much darker on overall color tone and so at a distance this group does not show so brilliantly. However, when viewed as individual plants or where planted in spot plantings about the garden they are most useful and attractive.

EXHIBITION MIXTURES

We consider our Harrold's Pedigreed Giant Art-Shades to be the largest flowered in this class and the most desirable. The color range is modern and in every way these meet the most popular demand. Our Harrold's Pedigreed Giants are an older strain, the parent strain of the Art-Shades and are considered still by many of our gardening customers to be most preferable.

FANCY MIXTURES

This year our new introduction, Harrold's Pedigreed American Giants, of course heads the list in this class. This is followed by our Harrold's Pedigreed Swiss Giants which has been our top strain in this group for several years. Harrold's Improved Swiss is an old standby prefered by many since its introduction back in the '20-s.



A view of one of our Pansy seed production fields at the early harvest period. In order to maintain strain quality and a good color range growing must be done in acreage blocks as small operations limit quality selection. All mixed seeds are formula blended from harvest lots spread over several weeks so as to insure a uniform range of colors and to adjust for varied ripening time of the different shades.

Experience is the foundation of quality.

COMBINATION MIXTURES

C. W. HARROLD'S PRIVATE BLEND tops the list in this class and was our 1949-50 novelty introduction. We suggest a careful examination of its description farther over in this booklet. Harrold's All-American Bedding Mixture is another combination mixture that merits attention by the gardener who is interested in as much variety as possible in a single sort at an economical price.

NOVELTY MIXTURES

We afford a selection of several of these that are developed either with a special growing condition in mind or a special color range that adds variety and enjoyment to your gardening. Certainly these several varieties merit your consideration.

FORMAL COLORS

This group of separate color selections are ideal for planting beds or borders that are to carry out a specific color scheme and they are the cream of this type of stock to be obtained. All are as true to color as any stock commercially available but where strict color uniformity is desired over-planting and selection will be required as no Pansy plants grown from seed may be depended on to be 100% true to shade or even color. Generally color uniformity will be true from 80 to 90% but we suggest that over-planting of 25% or more be practiced and selections made for planting as the first blooms appear on the plants.

Select Several Types For Variety
And Full Profit

WINTERING PANSIES

Pansies and Violas are much hardier than many gardeners realize. They will winter outdoors in most sections of the U. S. A. and Canada with little or no protection. Where temperatures normally don't go below 15 degrees above zero it will be found that protection is of little need and mulching in wet climates is to be advised against.

Plants that are to winter in open beds where temperatures below 15 degrees is expected should be planted by Aug. 20th and transplanted as soon as they have 6 to 8 leaves into the beds where they are to winter. This will probably be by early or mid-Oct. No protection should be given until the bed is frozen, then evergreen boughs may be turned up-side-down over the bed or a light mulch of straw or marsh hay applied. This is left on until the spring thaw and should not be so heavy but that some of the leaves are visable. The purpose of a mulch of this kind is not to raise the temperature of the bed but to slow down the freezing and thawing cycle that may kill the plant by "spewing", causing damage to the roots. This is the only danger and not the cold itself.

Beds where Pansies are to be wintered must have good drainage as the combination of cold and wet feet may prove fatal and if not will certainly damage the plants, causing small flowers and weak growth the following spring.

Wintering in cold-frames may prove less troublesome and more certain although with a little care it is not a necessity. You can have very satisfactory Pansies with reasonable attention to details as outlined in our culture booklet sent with each order.



C. W. HARROLD

Observations from -

A PANSY BREEDERS NOTEBOOK

It would seem just now that much can be gained by looking into the future as best we can in making plans for next season. The season just closed has demonstrated again the popularity of the modest priced bedding plants which we are sure will always be the foundation of the spring sales season. With over 55 years of personal participation in this industry, a wide experience from which to draw, I have seen this fact demonstrated over and over. With the usual July and August planting season upon us shortly now is the time to give serious consideration to the next crop.

PRODUCTION FIGURES AND COMMON SENSE

Recently we have noticed much effort in Pansy seed advertising to stress a superiority of certain varieties or strains from specific sources in the matter of germination. Exorbitant production figures are quoted, possibly based on a few rare reported cases, and on these base figures unit costs are quoted that can not be relied on as a normal, usual basis of production. It all sounds good on paper and has much appeal to ones tendency to wishful thinking. However, from a practical standpoint it's the same deal as figuring yourself into a millionaire in the chicken business, something a lot of us know about from past experience. Claims are made of 95% to 100% germination, implying normal productions along similar lines, a thing that unfortunately you can not rely on in practice.

Actual germination figures in the 90% to 98% range are often obtained in running germination tests under laboratory conditions. These tests, however, are run under absolute controlled conditions that can not be dependably reproduced in garden plantings. They are run specifically to determine the quality of the seeds and for that purpose only. We do a lot of this testing in our normal quality control procedure; probably more than any other specialist in this field. Whenever we get a laboratory test that runs above 97% we always make a re-run for it is apt to be erroneous. One must therefore come to the conclusion that any such figure quoted as a normal and usual production fact is merely advertising talk and to be so considered when planning the amount of seed to be planted for a given production quantity.

Our own experience of more than 50 years of specialization, including a germination testing program of more than 30 years, definitely shows that Pansy and Viola seeds generally have a germination range of around 87% to 96%. Over 50% of these tests will run in the low 90's. That is for the best seeds obtainable that are milled to average commercial cleanliness. This means that if the seeds are really clean the numerical potential will be from 19,000 to 21,000 germinated seeds per ounce. It has been our experience, however, that few commercial seeds on the market are that clean.

Many times we have re-run check lots purchased in the open market through our normal cleaning process and removed 4/100ths to 15/100ths of an ounce of chaff and immature seeds from the ounce as it was received. Very little of this millable trash will produce plants.

This brings us to the point where we must consider cultural conditions that are average and normal, and under which the average grower will be planting. It is, of course, obvious that few growers can establish the near perfect cultural conditions of a laboratory test. Because of this it is hardly common sense to expect a commercial production figure comparative to the laboratory test. In otherwords you may plant seeds with a production potential of 18,000 to 20,000 plants from an ounce but that don't mean that you are going to get that sort of final production as a regular, predictable fact. It therefore becomes necessary to establish a production norm, that when used, will, with reasonable success, produce the amount of plants you are going to need. In using such a norm it means that you are basing your estimate on an average which is reasonably safe. This means, in many cases, you may produce more plants than estimated - a safety factor that is desirable usually. It's much better that way than to need 20,000 plants; sow an ounce of seed on the representation that that quantity will produce it and then find that you've come out with 12,000 plants. That's exactly what will usually happen if you believe that claims of 95% to 100% germination can be converted into that kind of actual production as a normal procedure.

With 55 years of seed breeding and plant growing experience behind us, supplying seeds and plants to over 8,000 professional and around 30,000 retail customers in every State, all of Canada and 18 foreign countries, I think that we've had as much experience in this matter of production as anyone now living. For more than 15 years we've made detailed investigations of all reported cases of cultural difficulties so that we have had the opportunity to learn the best and poorest results along with a full range of cultural problems under about every situation and climate. Based on this very extensive knowledge we still maintain that it is NOT SAFE to expect more than 10,000 to 12,000



This seed parent in one of our seed fields demonstrates the compact, free flowering habit of our Harrold's Pedigreed Strain Pansies. Compare the adult hands. This gives an idea of the flower size and plant habit with good culture. Note that the flowers are well shaped, nearly round with good substance. Six or eight plants like this in a basket looks like a dozen or more of the kind with a single bloom on them and they sell twice as well.

plants from an ounce of seed. In our 1,000 seed packets we put 6/100ths ounce or about 1,300 seeds. On this basis we've had many reports of producing 900 to slightly over 1,000 plants from a packet. We feel sure they should give 500 to 750 plants unless some cultural situation is not favorable. It is our recommendation that you figure ONE OUNCE of seed for each 12,000 plants needed. In large plantings a figure of 225,000 plants to the pound of seed seems safe enough usually as in such plantings culture is generally in the hands of a grower of above average experience. In planning your crop it is much safer to be conservative and allow at least for average results rather than to expect production based on an advertising claim having less than 1 in 100 chance of being dependable. High production figures make attractive advertising but they don't fill the orders when selling time comes or after the planting season is over and you can't replant to cover the shortage caused by a too optimistic production estimate. Any saving made in anticipating such results are indeed small in comparison with the sales value of the crop or the labor cost involved in production.

FORMULA BLENDING

This is a field that we developed many years ago in an effort to bring some stability into Pansies. Coupled with this necessary procedure is timing of crop harvests, a matter about which but few gardeners know anything. However, it might lead you to some interesting features of our service.

Many gardeners seem to believe that they must

have "fresh crop" seeds and insist on that. In the case of Pansy mixtures this is not practical so it's best that you leave these matters in the hand of competent specialists. In order to take advantage of as many fine crosses as possible, Pansy mixtures are grown in mixture and not as separate colors. One would think this was all that is involved and it would be if you could get all the colors to ripen at the same time. In as much as most yellows are early harvesting and darker shades ripen late it is necessary that some method be evolved so that a mixture of seed will contain all colors characteristic of the strain.

We do this by formula blending these mixtures from harvest lots that are kept separate during the full season of harvesting. In order that all colors be maintained in the strain we always blend seeds of late season harvest of the year before with seeds of the early harvest of the following year. It is the only way that this problem can be controlled.

This formula blending is important to you because it is the only way that a balance of all colors can be maintained. Often in our best mixtures as many as 15 or more separate harvest lots from possibly three or more of our growing ranches will be formulated into a single variety. I am not aware that any other supply source follows so complete a procedure to maintain quality.

Harvest of 1957 crop will be a little slow due to backward spring weather so we suggest early ordering where possible. Normal supply should be available from mid-July on as usual.

SUNSET SHADES OF
RED, ORANGE AND
GOLD - - - -



Harrold's

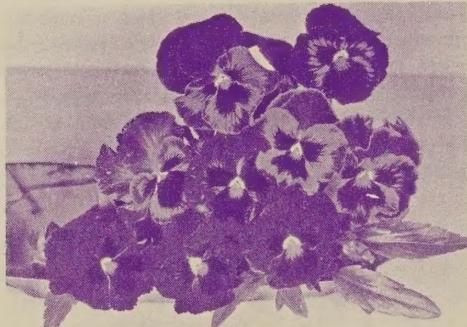
SUNSET GIANTS

This has been one of those sleepers that developed with us in the mid 40's showing great promise from a standpoint of coloring. However, the color range is in one of the most troublesome zones for Pansies - the reds, and it's taken quite a time to get it into production in commercial quantities and at a price that would make it possible to plant in quantity. Even now the supply is not unlimited but the price is attractive. It will not replace an all color mixture in general popularity but you'll find it the best in its class with its background of years of breeding work.

The shades are sunset tints of red, orange and gold making a bright colored stock for both borders and mass plantings. Flowers are medium giant size, round in form and some have moderate ruffling. Plant habit is compact and robust with an unusually good hardiness for this color range. Should prove satisfactory almost anywhere.

NEW REDUCED PRICES THIS YEAR

SEED PRICES: Sample packet (500 seeds) \$1.00; Regular packet (1,000 seeds) \$2.00; $\frac{1}{16}$ oz. \$3.00;
 $\frac{1}{8}$ oz. \$5.00; $\frac{1}{4}$ oz. \$8.00; $\frac{1}{2}$ oz. \$15.50; 1 oz. \$27.50; 2 ozs. \$50.00; 4 ozs. \$80.00.



ORIGINATED AND INTRODUCED BY
OUR GARDENS IN 1944 THESE
ARE NOW AVAILABLE AND
PRICED FOR COMMERCIAL
PLANTING THIS YEAR.

Harrold's

ATOMIC DAWN

Because of restricted production potential this variety has not, and probably will not be available in large quantity. For that reason it was offered in but limited amounts in last summers catalogue.

Strictly a novel blend of rather soft colors in shades of pink, lavender, delicate blue, light gold and carrying many pastel shades entirely new to Pansies. The poly-chrome bronze shades are especially striking although a bit vagrant in number due to the particular characteristic of these types. Many flowers are heavily ruffled. Size is medium giant with a hardy plant habit.

SEED PRICES: Trade Packet, about 500 seeds, \$2.00; $\frac{1}{16}$ oz. \$4.00; $\frac{1}{8}$ oz. \$7.50; $\frac{1}{4}$ oz. \$14.00; $\frac{1}{2}$ oz. \$25.00; 1 oz. \$47.50.

EARLINESS IN PANSY STRAINS

Many claims are made for characteristics of earliness with some reaching the point of being ridiculous. We've seen claims made where a strain was supposed to be so much earlier than anything else that you could grow two crops of it while others only produced one crop of plants. This of course is pure advertising claim. Actually the Exhibition types bloom earlier than do the strains in the Fancy types. Aside from this variation to type there is probably no more than two weeks difference in start of blooming range. The most controlling factor of this matter of earliness is planting schedule, soil type and condition and available supply of food and possibly most of all situation and climatic conditions. Of one thing you may be sure, every variety we offer in this comprehensive list will be found to be capable of meeting a commercial standard of earliness when it is properly cultured.

Harrold's Pedigreed CUT-FLOWER PANSIES

These have been another type that we pioneered having introduced the first commercial strain in 1930 and we believe that these were a "first" for us. There are two distinctly different types offered here, each has a specific use.

TALL GREENHOUSE TYPE

These are the tall growing strain - plants often reach $4\frac{1}{2}$ feet under glass and reports of 4 foot plants have been made on open garden culture. For Cut-flowers this affords flowers with extremely long stems (10 to 16 inches) and the flowers are quite large though not as large as the best bedding sorts. Color range is the best of any of the tall strains that we have tested and with proper culture they afford an interesting subject. The plants of this variety is not equally hardy with other Pansies as freezing of more than 10 degrees will damage them and 20 degrees of frost will prove fatal. Recommended for outdoor culture only in mild climates or for spring planting; of most interest to the greenhouse operator.

SEED PRICES: Packet about 500 seeds, \$2.00; $\frac{1}{16}$ oz. \$5.00; $\frac{1}{8}$ oz. \$9.00; $\frac{1}{4}$ oz. \$17.50.

HARDY OUTDOOR TYPE

This was our Original introduction. Growth is rather low but under glass the flowers are large and on stems 8 to 12 inches long. Color range is as varied as a good bedding variety and the plant is just as hardy and may be outdoor grown in the same manner. Flower stems will be somewhat shorter when grown out of doors than they will be when greenhouse grown - and these are suitable for the greenhouse. We have many customers who grow them in the greenhouse during the winter and also have cold-frame plants coming along for early spring cut flowers. They do make attractive bouquets that stand up several days after cutting.

SEED PRICES: Packet about 500 seeds, \$1.50; $\frac{1}{16}$ oz. \$3.50; $\frac{1}{8}$ oz. \$6.50; $\frac{1}{4}$ oz. \$12.00.

Their NEW
HARROLD'S PEDIGREED
American Giant
Pansies

NEW COLORS

GIANT SIZE

LONG STEMS

EARLY FLOWERING

ROBUST ^A_N_D HARDY



This new race of Pansies will certainly please those fanciers who prefer their Pansies large in size, deep in color and velvety in texture. We feel proud to offer them as our fiftieth anniversary introduction. Description of necessity must be a comparison of some sort that many gardeners know. In this instance the most widely known strain of similar type would be the popular "Swiss" types although this new race is much improved and a decided step forward in the development of "Fancy Type" Pansies. As much so as the "Swiss" race was at the time of its introduction.

The plant habit of these Harrold's Pedigreed American Giants is compact and robust bearing flowers with exceptionally long stems well above the foliage. They have foliage of bright green with huge leaves and the plants have proven to be of the hardiest constitution. They winter well, bloom early in spring after the winter rest and continue to bloom well into the hot weather. In fact they stand heat the best of any Pansy we have grown. Because of this a planting made in early spring right where the plants are to bloom usually results in an attractive bed right through the summers heat followed by a brilliant display as the cooler fall days come. Well resistant to the very few pests and diseases that affect Pansies.

The flowers are very large - on a par with our famous Harrold's Pedigreed Giant Art-shades - but the velvety deep tones set them apart from most other Pansies. There is a predominance of red in the color blend with many deep red shades or multicolor flowers that have red in the color combination. Blue and purple are of course represented in moderate numbers but it is the bronze and pink shades that attract the attention. Yellow is of course present but in balanced proportion and there is practically no white. Self colors have not so far developed to a noticeable degree in this mixture. Many multicolor combinations, however, are entirely new. The seed and test beds of this variety have been a center of attraction in our nursery for the past two years.

NEW REDUCED PRICES THIS YEAR

SEED PRICES: Sample packet (500 seeds) \$1.00; Regular packet (1,000 seeds) \$1.75; $\frac{1}{8}$ oz. \$3.25;
 $\frac{1}{4}$ oz. \$6.00; $\frac{1}{2}$ oz. \$10.00; 1 oz. \$19.50; 2 ozs. \$37.50; 3 ozs. \$48.00; 4 ozs. \$52.00; 8 ozs. \$100.00.



Harrold's
Pedigreed
NOVELTIES

The seeds sold under this name are a blend composed of surplus from our breeding and development work, therefore the supply is always limited. The name has remained constant since this stock was first offered in the early '30 s but the seeds contained in the formula is different from year to year. Because of this they can not be priced as ordinary seeds but are offered and recommended to the fancier who is looking for novelty. The mixture does contain much that may develop similar to the better of the other Harrold's Pedigreed Originations. It also contains crosses made on these parents that will be different and interesting. Generally it is a type of seed not usually available to the public.

Any attempt to describe the coloring, type or form is impossible because of the very wide range of parent stock and the fact that the seeds supplied last year may not even resemble the blend supplied this season. The considerably reduced picture above shows but one of many unusual markings to be found in this blend. An effort is made to include only those stocks that maintain a high standard of form, substance and hardiness so they will be satisfactory under general garden culture.

SEEDS: Trade Packet of about 500 seeds, \$2.00; $\frac{1}{16}$ oz. \$5.00; $\frac{1}{8}$ oz. \$9.00; $\frac{1}{4}$ oz. \$17.50.

Harrold's Pedigreed
POT PANSIES

As far as we know this is an exclusive type with the Harrold's Pedigreed Line and was introduced by us back in the '30 s. It has had fair popularity, as good as any special purpose type ever has, because of its special application.

The photo shows a young plant in a 4 inch clay pot giving some idea of its compact habit and large flower size. It is very usable in window boxes, urns or large pots but its season of prime display is relatively short though enjoyable. In type and color range it is a blend to formula and contains all types and colors.

SEED PRICES: Trade Packet, about 500 seeds, \$2.00; $\frac{1}{16}$ oz. \$5.00.





OUR NOVELTY 1949 - 50

C. W. Harrold's

PRIVATE BLEND

A most descriptively named blend for it has been the personal project of our founder and is the result of much of his specialized work over the past 52 years. In the sense that it is not a strict type strain it is truly a **BLEND** for the basic stocks come from a number of bloodlines.

Much of the basic work on these goes back 25 years and more and as early as 1929 we were working with many orchid and pastel colored breaks that have in recent years been given names and claimed to be hybrids. As early as 1940 we believed that we had a stock that was satisfactory and we did offer it under the name Harrold's Pedigreed Giant Art-Shades - Orchid Selection. It was at that time about on a par with many of the present offerings in this class. However, after three years in the hands of home gardeners and professionals we were not satisfied with the results it was giving and so withdrew it from our line. Its principle faults, as has been the fault of most of this class, was that it wind and sunburned and had a bad tendency to fade out in hot weather. This type of stock is probably as near the albino of the Pansy as you will find and it has demonstrated the same weaknesses in its early development that albino animals do. I would hardly consider it a Hybrid as mostly it appears to have been developed from natural breaks through selective work and a small amount of hand polination. As far as we know it is not the result of normal commercial hybridization technique.

Now, after four years of rather wide distribution we believe that this particular strain has demonstrated a good garden characteristic and ruggedness. That it is a practical sort that is a good item in any line where a better novelty color range is desired. It grows well without undue babying and stands sun, wind and heat in a practical way. There are many new and interesting shades and markings represented in the range that probably carries over 800 colors, shades and markings. Many have not been released before except as a part of our Harrold's Pedigreed Novelties. Most notable are the soft pastel and poly-chrome shades with lightly penciled throats overlayed by shades of brown, maroon and orange. Usually the ground colors of these flower types are pastels of orchid, lavender, cream-pink, terra cotta and heliotrope. For color contrast about half the blend is of deeper shades but the overall effect of the mixture is a light color range.

NEW REDUCED PRICES THIS YEAR

SEED PRICES: Per Trade Packet, about 1,000 seeds, \$2.00; $\frac{1}{8}$ oz. \$3.75; $\frac{1}{4}$ oz. \$7.00;
 $\frac{1}{2}$ oz. \$13.00; 1 oz. \$25.00; 2 ozs. \$40.00; 3 ozs. \$51.50; 4 ozs. \$62.50; 8 ozs. \$125.00.

Harrold's Pedigreed

GIANT ART-SHADES

We consider this to be THE FINEST EXHIBITION type of Pansy available today. With good culture the flowers are extremely large (we have had them 5 inches across in the seed production fields) with excellent substance. They are probably the earliest flowering of the real giants and the coloring is very brilliant. Normally there are more than 500 color combinations and markings in this mixture with many pastel shades as well as pure, deep colors. The markings, typically Exhibition, range from self colors through the dainty penciled to the tri-color blotches having a veritable rainbow of color in a single flower like the one illustrated below. Plant habit under good culture, is equally robust and this variety is hardy under reasonable treatment anywhere in the United States. For mass bedding these are not excelled because of the brightness of the color range. At the same time many unusual specimens may be selected from the mixture for the individual spotting of color in the garden. Flower stems are quite long and stiff making good bouquet material. These are an improved progeny of our Harrold's Pedigreed Giants listed on the next page.

SEED PRICES: Trade Packet, about 1,000 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.50; $\frac{1}{4}$ oz. \$4.75; $\frac{1}{2}$ oz. \$9.25; 1 oz. \$18.00; 2 ozs. \$32.00; 4 ozs. \$45.00; per pound \$180.00.





**GIANT SIZE
VERY HARDY**

Harrold's
PEDIGREED GIANTS

Introduced by us in 1929 this variety remained at the top of the list of **EXHIBITION TYPE** Pansies until superceeded by its progeny the Harrold's Pedigreed Giant Art-Shades. Among our professional customers it has retained its popularity because of its satisfactory performance and the reasonable cost of the seeds.

The flowers are very large when given good culture in a suitable situation and the plants are compact, robust and with good hardiness. They bloom among the very first in the spring and continue well into the summer if a bit of care is taken to see that they have adequate food and water. The color range is satisfactorily varied and the flower markings are typical of the Exhibition group. Many self colors as well as penciled and small blotched centers are included. Many flowers over 4 inches are usually produced with good culture.

SEED PRICES: Trade Packet, about 1,000 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.25; $\frac{1}{4}$ oz. \$4.00; $\frac{1}{2}$ oz. \$7.75; 1 oz. \$15.00; 2 ozs. \$28.00; 4 ozs. \$40.00; per pound \$150.00.

MODERN PANSIES - By C. W. and M. E. Harrold

In order that you may grow Pansies easily and more satisfactorily we issue a comprehensive culture booklet under the above title. As far as we know this is the most complete treatise on Pansy culture now in print comprising some 7,000 words of text describing the history and habits of Pansies as well as the most minute cultural detail both for the home gardener and the commercial grower producing plants in quantity. This booklet is **FREE WITH EVERY ORDER** for either Pansy or Viola seeds or plants. Those desiring the booklet alone may obtain a copy by remitting **TWENTY-FIVE CENTS IN COIN**. It will be sent postpaid.

THIS HARROLD'S PEDIGREED SWISS GIANT is quite typical of this variety in form and marking. Reproduction is about natural size of the flower photographed.



Harrold's Pedigreed **SWISS GIANTS**

Until the introduction of our Improved Fancy Type Pansy, Harrold's Pedigreed American Giants, this was our top "FANCY" type Pansy. These differ from the "exhibition" type in characteristic coloring and markings as you can see from the picture on this page which shows a rather typical form.

In "Fancy" type Pansies the center blotch is usually quite heavy and covers a half or more of the three bottom petals; sometimes all five petals. The ground colors are usually different in character and tonal range even in those having lighter center blotch and it is to be recommended that for the greatest variety that you plant both types or use a blended mixture that contains both.

The flower size of these is very large and plant habit robust. They are as hardy as any bedding giant and flower stems are pleasingly long. Flower substance is very good. Flower color range is in darker shades than Exhibition varieties and many red, bronze and brilliant dark yellows are included. For variety we suggest that these and Harrold's Pedigreed Giant Art-Shades both be used.

SEED PRICES: Trade Packet, about 1,000 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.50; $\frac{1}{4}$ oz. \$4.75; $\frac{1}{2}$ oz. \$9.25; 1 oz. \$18.00; 2 ozs. \$32.00; 4 ozs. \$45.00; per pound \$180.00.



Harrold's
ALL-AMERICAN
BEDDING MIXTURE

This popular priced, blended mixture, has been widely used for nearly 30 years by some of the largest plant growers in America. It carries a blend of many of the more costly Harrold Pedigreed Originations and the rest is from the most popular Standard varieties. A very useful general mixture it carries all types and is to be recommended for the growing of plants for general bedding. Fully as hardy as the best and produces large flowers. The varied color range is hard to equal, especially at the reasonable price quoted.

SEED PRICES: Trade Packet, about 1,000 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.00; $\frac{1}{4}$ oz. \$3.25; $\frac{1}{2}$ oz. \$6.25; 1 oz. \$12.00; 2 ozs. \$20.00; 4 ozs. \$32.00; per pound \$120.00.

Harrold's

IMPROVED SWISS

When a good Fancy type of Pansy mixture is desired and price is a consideration, this is a most satisfactory selection to make. It is of course not as highly developed as our Harrold's American Giants and Harrold's Pedigreed Swiss Giants but it is the ancestor of both these more modern strains. It is a strain we developed early in the popularity of the "Swiss" type of Pansies being at that time improved to meet the conditions of the American Garden as well as the color range preferred by our gardeners in this country. The flower size is large, often as large as 4 inches and the color blend is typically Harrold with many exclusive, rich shades.



SEED PRICES: Trade Packet, about 1,000 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.00; $\frac{1}{4}$ oz. \$3.25; $\frac{1}{2}$ oz. \$6.25; 1 oz. \$12.00; 2 ozs. \$20.00; 4 ozs. \$32.00; per pound \$120.00.

The HARROLD'S PEDIGREED STRAIN LINE OF PANSIES gives you more quality; more varied selection; more concrete advertising help and are backed by more than half a century of acceptance. YOUR BEST BUY.

NEW F-2 HYBRID PANSIES

COLOR CARNIVAL (1955 Introduction) F-2 Hybrid

A magnificent color range, heavy in reds and scarlets, possessing the finest texture of coloring. Flower size is exceedingly large, plants are compact yet vigorous, all blooms are blotched, giving a depth of color and brilliancy, thoroughly satisfying to all who have seen it. An outstanding strain for bedding use, for plant sale or home garden.

SEED PRICES: Trade Packet (1,000 seeds) \$1.50; $\frac{1}{8}$ oz. \$3.75; $\frac{1}{4}$ oz. \$7.00; $\frac{1}{2}$ oz. \$13.00; 1 oz. \$22.00; 2 ozs. \$43.00; 4 ozs. \$76.00.

MASQUERADE (NEW 1956) F-2 Hybrid

A second introduction of this new F-2 Hybrid line of Pacific Giant Hybrid Pansies. Tests show it to be superior to the famous Oregon Jumbo type. Huge flat blooms, extremely early, vigorous, faces varicolored in true Jumbo manner in combinations of rust, yellow, blue, violet, pinkish mauve, and lavenders, in bi-colored and edged combinations. Truly a spring beauty for those favoring this lighter color range of Pansy.

SEED PRICES: Trade Packet (1,000 seeds) \$1.50; $\frac{1}{8}$ oz. \$3.75; $\frac{1}{4}$ oz. \$7.00; $\frac{1}{2}$ oz. \$13.00; 1 oz. \$22.00; 2 ozs. \$43.00; 4 ozs. \$76.00.

NOTE: Color Carnival and Masquerade, both recent introductions, are apt to be in short supply during the early part of the season. New crop should be coming in by August 1st, however, and we believe supply will then be adequate. We will ship promptly as long as early supply lasts and thereafter as rapidly as crop will permit in sequence of receipt of order. To make sure of desired delivery date order early. Descriptions are those of the originator and match our test experience.

LARGE FLOWERED VIOLAS

This improved group of early flowering Violas fills the gap between *Viola Cornuta Hybrida* and the true Pansy. They are earlier flowering than the Bedding Pansy and have larger flowers than the majority of the Violas, especially the *Cornuta*. A few of the *Cornuta Hybrida* of latest introduction will nearly equal them in flower size. We feel these are a useful group that will gain in popularity as they become better known. They are extremely hardy, often coming into full bud during winter and burst into the earliest bloom giving color displays so desirable in late winter. The variable weather of late winter and early spring does not seem to have a serious affect on their performance. Flowers are more nearly round than most violas. The color range is extensive and we suggest a trial this year of the most popular colors. Seed supply is limited for the early part of the season.

DELORES: Roslyn (purplish) blue.

LOIS: A near red shade. Rare.

EDITH: Creamy white, dark seeded.

NANCY: Bright sky-blue.

EMILY: Pure snow white, white seeded.

PETRICIA: Violet-blue. Large.

LAURENE: Silvery-lavender. Delicate.

SANDRA: Bronze and terra-cotta shades.

LINDA: Light golden yellow.

THORA: Deepest golden yellow.

DOROTHY: Formula mixture, a balanced blend of the above shades as well as other color breaks.

SEEDS: Price per individual variety - Tr. Pkt., about 1,000 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.25; $\frac{1}{4}$ oz. \$4.50; $\frac{1}{2}$ oz. \$8.00; 1 oz. \$16.00; 2 ozs. \$25.00.

VIOLA SCOTTISH GIANT YELLOW

This new golden yellow gives promise of being a very desirable addition to the *Viola Cornuta Hybrida* group. They have a compact, symmetrical growth and produce literally hundreds of flowers. An excellent border variety. **SEEDS:** Tr. Pkt., about 1,000 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.25; $\frac{1}{4}$ oz. \$4.50; $\frac{1}{2}$ oz. \$8.00.

FREE AIR MAIL SERVICE

As has been our practice for more than 20 years we will ship your seed order to you by Air Mail without extra cost providing it is for \$3.00 or more, is accompanied by full remittance and arrives by Air Mail. This covers all seeds except those that are listed at less than \$5.00 per ounce in ounce quantities. Up to 500 miles Air service is of little benefit.

Air service on material other than seeds can be supplied but costs are high - starting at 60¢ a pound and going to as much as 80¢ a pound by Air Post. Air Express rates are still higher.

New Novelties & Late Introductions

The novelties listed on this page will be of interest to the fancier and those who like to try the new ones. All are of recent development or improvement and in several instances they are exclusive to our line.

VARIETY	Seed Prices	Tr.	Pkt.	$\frac{1}{8}$ oz.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	1 oz.
REMBRANDT: (Masterpiece) Of medium size and free flowering these have heavily curled and ruffled flowers. The color blend carries lots of pastel pink, buff, orchid, apricot, cream and rose.	\$1.25			\$3.00	\$5.75	\$11.00	\$.....
SUNRAY: (Giant Bedding) A free flowering rather small flowered type with a novel ray effect in the flower markings. Color range mostly in lavender, purple, orchid, yellow and reds. Markings contrast or complementary.	1.00			2.00	3.75	6.50
ELK'S BEAUTY: The nearest thing in color to Elk's purple in Pansies although it is somewhat darker. Very large and of medium heavy substance. A Maple Leaf type.	1.50			3.50	6.00	11.00
PAY DIRT: A large golden yellow with slight center blotch or in some flowers only black penciling. A few selfs. In addition to large size this sort shows excellent resistance to heat.	1.00			3.00	6.00	11.00	20.00
MOON MOTH: (Jumbo) A large white with dark blue throat penciling. Some inclination to yellow breaks.	1.00			3.25	6.00	11.00
FELIX: A mixture of medium sized flowers all having a characteristic yellow face usually consisting of black or maroon penciling on a yellow ground with an outer zone of color usually red, blue, bronze or yellow.	1.00			2.00	3.75	6.50	12.00
TIGRESS: Reds, yellows, orchid and purple shades in striped and blotched patterns. Good bedding size and very free flowering with a good hardiness and heat resistance.	1.00			2.00	3.75	6.50	12.00
WENDY: (Peter Pan) These Peter Pan types come from the same base stock as the popular Pansy America. This one is a soft porcelain or china blue that we like better than the Delft Blue in the regular separate color list.	1.50			3.50	6.00	11.00
TINKERBELL: (Peter Pan) Many brilliant orange-bronze shades. Rather a flat flower form.	1.50			3.50	6.00	11.00
CLARET: (Giant Swiss) A shade in a popular red range. Lighter and more brilliant than Alpenglow there are several closely related shades represented. Usual Swiss habit.	1.00			2.25	4.00	7.75	15.00
HARMONY: (Improved Swiss) A compact ruffled form of this popular fancy type. Most of the flowers carry the characteristic heavy center blotch with distinctive contrasting colors around the blotch. A round flower form with heavy substance. Color range is quite rich.	1.25			3.00	5.50	11.00	20.00
STRAWBERRY ROSE: (Giant Swiss) With us this sort, while somewhat similar to Raspberry Rose, carries a lighter color and a bit more pink - less inclined to become magenta with age and it seems to fade less in hot locations. Characteristic large center blotch.	1.50			3.50	6.00	11.00
FIESTA: (Giant Swiss) A range of bronze shades in this popular Swiss group. More orange-brown than Firebeacon with an occasional blue bronze tinge.	1.50			3.50	6.00	11.00

The newer and novelty varieties usually are in more or less limited supply. We have been fortunate in being able to supply practically all demand for such items in the past with every expectation of continuing to do as good a job in the future. We do, however, suggest that you place your requirements for them as soon as you can just in case that a shortage might develop. A few items on this page will be available only after arrival of the first seeds from the growing ranch or originator. Orders will be shipped in sequence in case of any shortages in which event you will be advised promptly.

New Hampshire

Today I saw some of your Pansies in flower and as they were so very beautiful I would appreciate your catalogue. I saw the flowers at the home of Mrs. S. Hooksett, N. H.

Signed L. M.

OTHER GIANT PANSIES - Mixed Colors

This group includes practically all the other Pansy mixtures that have any popularity or vogue in America either nationally or sectionally. It is offered for the convenience of our customers so that they may procure their preferred varieties from a single source with the convenience of one order and also to round out and make complete the Most Complete Line of Pansies in America. The source of these seeds vary. Many are from original sources while others are the product of our own growing work from stock seeds of the originators production; others are from reputable specialist growers that are reliable.

AMERICAN VARIETIES - Domestic Seeds.

VARIETY	Description	Price Per Tr. Pkt.	1 oz.	1/2 oz.	1/4 oz.	1 oz.	2 ozs.	4 ozs.
AMERICA: Sometimes listed as Early Pansy America and more recently has been taken up by European seedsmen as Peter Pan. Short maturity period and preferred by many plantsmen, especially in spring indoor planting. Medium giant very free flowering, round and somewhat flat. Good color range.		\$.90	\$1.50	\$2.75	\$5.25	\$10.00	\$17.50	\$30.00
GENEVA GIANTS: A select strain of Super-Swiss.		1.00	1.80	3.50	6.25	12.00	22.00	35.00
JUMBO MIXED: First generation Harrold grown from originators stock seeds. Very large of fair substance and reasonably short development. We have been roguing out some of the excessiveness in yellow. A good market sort.		1.00	1.75	3.25	6.25	12.00	22.00	35.00
MAPLE LEAF GIANTS: Sometimes called Canadian Giants. A robust, compact plant in its early stages but as young plants somewhat shy on number of bloom. Flowers are large, color range fair though limited and development time longer than average.90	1.50	2.75	5.25	10.00	17.50	30.00
ORCHID PASTEL: Variously called Butterfly or Hybrids. The high rate of light and pastel shades, usually with light centers having small blotch or penciling lends variety to any selection. Should be grown in more protected situations than other pansies.		1.00	2.75	5.00	8.00	15.00	30.00	50.00
MASTERPIECE: This type originated in Europe and is the most frilled and ruffled of any Pansy. Colors are rather dark with large blotch and flowers are only medium large. Develops slower than average.90	1.50	2.75	5.25	10.00	17.50
OREGON GIANTS: Large flowers of good substance. The color range is quite varied and of blended types. Plants tend to produce a single large bloom by selling time but size falls off as more blooms come. Plants are somewhat more subject to mildew and centrospora acerina. Develops average.		1.00	2.00	3.75	6.25	12.00	22.00	35.00
SUPER MAPLE LEAF: Improved re-selection of the original Maple Leaf with better color range.		1.00	1.75	3.25	6.00	11.00	20.00	32.50
SCOTTISH EXHIBITION: A nice blotched and spotted blend in a little different color range. Not too often seen in the American market.		1.00	1.75	3.25	6.00	11.00	20.00	32.50
SWISS GIANTS: This type has had much vogue in recent years and is of the "fancy" type. This strain carries both 3 and 5 blotched types and the color range is somewhat dark and brilliant. A good basket Pansy when well grown. Development about average to slow.90	1.40	2.50	4.50	8.00	15.00	25.00
SUPER-SWISS: Similar to the above but selected to more flowers with the full 5 petal blotch. Otherwise habits about the same.		1.00	1.50	2.75	5.00	9.00	17.00	28.00
DWARF SWISS: Selected to a more dwarf plant habit and the flower range of Super Swiss.		1.00	1.50	2.75	5.00	9.00	17.00	28.00

EUROPEAN VARIETIES - Imported Seeds.

BUGNOT'S SUPERB BLOTTED: Dark shades with very heavy centers. Medium large and average development.60	1.00	1.75	2.75	5.00	9.00	16.00
CASSIER'S 3 AND 5 BLOTTED: Many mauve and steel blue shades as well as bronzes. Fair size and average development.60	1.00	1.75	2.75	5.00	9.00	10.00
ENGLEMANN GIANT: An English strain of light and dark shades.90	1.50	2.50	4.50	8.00	15.00	25.00
ENGLEMANN SPECIAL: From same stock but more select coloring and brighter shades.	1.00	1.75	3.25	6.25	12.00	25.00	35.00
ORCHID FLOWERED MIXED: Many delicate pastel shades. Flowers not large but coloring of interest.	1.00	2.00	3.25	6.00	11.00
SWISS GIANTS IMPROVED: A good standard strain.	.60	1.00	1.75	3.00	6.00	11.00	20.00

Trade Packets contain about 1,000 seeds.

Harrold's FORMAL COLOR PANSIES

These formal colors are all useful for borders or bedding where it is desired to carry out a color scheme or design. This group is all American Grown seeds of the largest flowering stock in these colors available. It should be remembered that NO separate color Pansy variety will come 100% true to color from seed (usually 80% or better) and that for a true color planting it will be necessary to over-plant and select the plants when in first bloom to set your separate color bed.

VARIETY	Seed Prices	Tr. Pkt.	½ oz.	¼ oz.	½ oz.	1 oz.
HARROLD'S AZURE GIANTS: The finest and most popular intensely blue Pansy. This one is very popular.	\$1.00		\$2.25	\$4.00	\$ 7.75	\$15.00
HARROLD'S GOLDEN GIANTS: The finest deep golden yellow with large dark brown or black blotch.	1.00		2.25	4.00	7.75	15.00
HARROLD'S RUBY GIANTS: Shades of deep garnet and mahogany red in a fine range. Usually a dark center blotch. Striking wherever grown.	1.00		2.25	4.00	7.75	15.00
CORONATION GOLD: A fine golden yellow, usually self, with an apricot orange tinge in the center. Lightly penciled centers on some flowers.	1.00		1.75	3.00	5.50	10.00
DELFT BLUE: Soft porcelain blue. A delightfully delicate shade.	1.00		2.00	3.00	5.50	10.00
PAY DIRT: A large golden yellow with slight center blotch or in some flowers only black penciling.	1.00		3.00	6.00	11.00	20.00

SWISS GIANT TYPE SEPARATE COLORS - American Strain.

ALPENGLOW: Select dark red shades. Harrold's Ruby Giants are better in size and color range.	1.00		1.75	3.00	5.50	10.00
BLACK KING: Most of the flowers are nearly black but like all blacks they show a maroon or purple cast under some light.	1.00		2.25	4.00	7.75	15.00
BLUMLISALP: A soft pink to magenta-rose shade with velvety blotch. Originated in Europe. These shades vary some with light situation.	1.00		2.25	4.00	7.75	15.00
FIREBEACON: Wallflower orange-red with velvety blotch. More brownish red than Alpenglow but not a true bronze. Bright.	1.00		2.00	3.00	5.50	10.00
BERNA: Giant velvety violet-blue with bluish-black center. The plants are compact and stand up in hot situations.	1.00		2.00	3.00	5.50	10.00
LAKE OF THUN: Sometimes listed as Thuner Sea or Ullswater Blue. A lovely shade of brilliant blue. Harrold's Azure Giants are better.	1.00		2.00	3.00	5.50	10.00
ORANGE GIANT: A fine pure orange at center shading to apricot at edge of the flower. Undoubtedly the best of this shade.	1.00		2.25	4.00	7.75	15.00
PURE WHITE: The finest pure white Pansy. Fragrant and lightly ruffled. Striking when planted with Harrold's Azure Giants, Coronation Gold or Orange Giant. Try the first combination for marketing in baskets.	1.00		2.00	3.00	5.50	10.00
RASPBERRY ROSE: A soft raspberry pink varying from light blush to maroon-pink during the bloom span and from varied garden situations. Velvety wine colored blotch.	1.00		2.25	4.00	7.75	15.00
RHEINGOLD: Deep yellow with dark blotch. Harrold's Golden Giants are better in this color class.	1.00		2.00	3.00	5.50	10.00

TRADE PACKETS contain about 1,000 seeds.

THE COMMERCIAL VALUE OF SEPARATE COLORS

Separate color Pansies are in some instances most useful. In other cases they are not worth bothering with. If you have customers who like formal borders, by all means grow some of the - the most popular colors. If you have trouble getting a mixture that exactly meets your individual preference grow some separate color stock to balance off your mixtures. Remember, however, that the demand for this type of material seldom runs more than about 10% of the total demand. Also that from seed these varieties can not be depended on to come completely true and so should be set when showing bloom to allow selection to true shade. Separate color Pansies do not produce the flower size that similar colors may reach in a good mixture because the drastic rogueing that is necessary in growing these seeds makes it impossible to use some of the largest flowering plants that are a little off shade or marking.

Imported SEPARATE COLORS - -

These are interesting and useful but not as large flowered as the American Strain seeds listed just a page or two back. For the fancier interested in types they are interesting and they work out well where a specific color is desired for formal planting when the shade is not available in the larger flowered group. Much of this seed is used by Park Departments and Estates for mass color effect at low cost. The Hiemalis or Ice Pansy is desirable where extreme hardiness is desired and they have as short a development time as any of the Pansies. Flowers of this type are about half way between the Pansy and Viola but is more rounded in form than the Viola.

TRIMARDEAU GIANT BEDDING - French Type.

VARIETY	Color	Price Per	Tr. Pkt.	½ oz.	¼ oz.	⅛ oz.	1 oz.
ADONIS:	Light blue with white eye.			\$.50	\$.90	\$ 1.50	\$ 2.50
AUREA PURA:	Pure, intense golden yellow. Very showy.			.50	.90	1.50	2.50
CANDIDISSMA:	An excellent snowy white of good form.			.50	.90	1.50	2.50
CARDINAL RED:	One of the nearest bright red Pansies.			.50	.90	1.50	2.50
KING OF THE BLACKS:	Blackish purple. Smaller than Black King.			.50	.90	1.50	2.50
LORD BEACONSFIELD:	Lower petals violet-blue with white top.			.50	.90	1.50	2.50
LIGHT BLUE:	A soft French blue of attractive hue.			.50	.90	1.50	2.50
PRINCE HENRY:	A rich dark blue of striking shade.			.50	.90	1.50	2.50

GIANT BEDDING - Holland Type.

ORANGE KING:	Bright orange, shading apricot. Orange Giant better.	.60	1.10	2.00	3.00	5.00
PURPLE GIANT:	Deep royal purple of velvety texture.	.60	1.10	2.00	3.00	5.00
ST. KNUD:	Deep orange yellow. A different yellow shade.	.60	1.10	2.00	3.00	5.00

HIEMALIS BEDDING GIANTS - Ice Pansies.

BLUE BOY:	Silvery lilac. A popular color and different.	.60	1.00	1.50	2.50	4.50
CELESTIAL QUEEN:	Brilliant Sky blue.	.60	1.00	1.50	2.50	4.50
CLARET:	Fine deep wine red shades of much interest.	.60	1.00	1.50	2.50	4.50
MARCH BEAUTY:	Dark velvety purple.	.60	1.00	1.50	2.50	4.50
NORTH POLE:	Glistening pure white.	.60	1.00	1.50	2.50	4.50
ORION:	Pure golden yellow.	.60	1.00	1.50	2.50	4.50
HIEMALIS MIXTURE:	All colors blended from separate seeds.	.60	1.00	1.50	2.50	4.50

Harrold's VIOLA SEEDS - -

There is a special nich in every garden for some of these attractive Violas as a companion to Pansies and other plants. They make an especially nice showing with the spring Primroses. Like Pansies they can be bloomed over a long season and their culture is so much the same as Pansies that the commercial Pansy grower will find a few popular varieties useful and easily grown.

VARIETY	COLOR	Price Per	Tr. Pkt.	½ oz.	¼ oz.	⅛ oz.	1 oz.
JERSEY GEM:	Outstanding violet, blue. Compact and popular.			\$ 1.00	\$ 2.25	\$ 4.50	\$ 8.00
YELLOW GEM:	Very compact plant with rounded flowers of pure yellow. A very bright and free flowering sort.	1.00		2.25	4.50	8.00	16.00
WHITE GEM:	A fine white companion in habit with the two other Gems. Flowers large for a cornuta viola.	1.00		2.25	4.50	8.00	16.00
GEM VARIETIES MIXED:	A mixture of the above three and other colors of the same general type.	1.00		2.25	4.50	8.00	16.00

VIOLAS Cornuta and Cornuta Hybrida

ADMIRATION:	Large flowered, attractive violet-blue.	.60	1.00	2.00	3.50	6.00
ARKWRIGHT RUBY:	Large flowered bright ruby-crimson with blotch. The best red Viola and looks like miniature Pansies.	1.00	1.50	2.50	4.75	9.00
AVALANCHE:	(New) The largest flowered pure white viola.	1.00	2.00	3.00	6.00	10.00
BLUE PERFECTION:	A very popular royal-blue of lighter tone.	.60	1.00	2.00	3.50	6.00
CHANTREYLAND:	The finest pure apricot Viola. Probably the most popular Viola of the past 20 years. Makes a grand show when planted in mass with Jersey Gem or Blue Perfection.	.90	1.25	2.50	4.75	8.00
GEORGIA PEACH:	A new shade in Violas and one that will become very popular. The shade is delicate peach, flowers large and slightly ruffled at the edges. Plants are uniform and compact.	1.50	3.50	6.00	11.00	20.00
GUSTAV WERMIG:	A fine rockery type with small, star like flowers. A shade lighter than Jersey Gem and always in bloom.	1.00	1.50	2.75	5.00	9.50
ILONA:	Rose shade with lavender tinge. Round, medium flower.	1.00	1.50	2.75	5.00	9.50
IMPROVED SCOTCH BEDDING MIXTURE:	Popular, large flowered mixture with brilliant markings. Our most popular single item.	.90	1.50	2.75	5.25	10.00
KING HENRY:	Rich violet blue with small yellow eye. Med. size.	.60	1.00	2.00	3.50	6.00
LUTEA SPLENDENS:	A standard canary-yellow. Long popular.	.75	1.40	2.50	4.50	6.00
PAPILIO LIGHT BLUE:	Light blue with cream center. Penciled.	.90	1.25	2.50	4.75	7.50
PAPILIO DEEP VIOLET:	A velvety true violet shade.	.90	1.25	2.50	4.75	7.50
WHITE PERFECTION:	Large creamy-white. Free flowering.	.75	1.40	2.50	4.50	6.00

All Trade Packets on this page about 1,000 seeds.



Harrold's

HARDY AMERICAN PRIMROSES

For a great many years Hardy Primroses have been a major specialty with us. We have developed much good material that has originated in our gardens and we are constantly looking for outstanding and novelty stock, no matter from what source. We have been able to add several new items to our line. Some of these will not be available until 1957 harvest comes in and so orders for them are accepted entirely subject to crop and harvest. These varieties are marked *.

POLYANTHUS - VERIS HYBRIDS

HARROLD'S PEDIGREED BLUE SHADES: This is an improved strain of the Blue Shades we have been supplying for the past several years. While the shades vary from azure to violet blue, they come truly in this color range about 85% from these seeds. The flowers are large and the plant habit is robust, hardy and all that could be desired.

SEEDS: \$1.50 per Pkt. about 200 seeds; 3 pkts. for \$4.00; 10 pkts. for \$12.50.

Blue Primroses have been in very short supply the past 2 years. We don't know this year how many of these seeds we'll have.

HARROLD'S PEDIGREED GIANTS: These are the largest flowered and a strain of the most varied colors to be obtained today. The color mixture is brilliant containing red, bronze, yellow, purple, white, pink, flame and many pastel shades. Many are poly-chrome with blotched throat or laced edges. Growth of this strain is very robust and they are one of the hardest, wintering well even in severe locations. The flower heads are massive, up to 5 or 6 inches with florets sometimes reaching 2 in. and more.

SEEDS: Pkt. about 300 seeds, \$1.00; 3 pkts. for \$2.50; $\frac{1}{16}$ oz., about 1500 seeds, \$4.00; $\frac{1}{8}$ oz. \$7.50; $\frac{1}{4}$ oz. \$14.00; $\frac{1}{2}$ oz. \$25.00; 1 oz. \$45.00; 2 ozs. \$85.00.

EXHIBITION BLEND: This is a strain that we have taken over from one of the North-west's oldest and best growers who discontinued growing due to loss of his land to city expansion. We expect to continue this outstanding strain that has been widely known and a constant prize winner at the Portland Primrose shows. Flowers are huge, color range is outstanding

and the plant habit is all that could be desired.

SEEDS: Pkt. about 400 seeds, \$1.00; 3 pkts. \$2.50; $\frac{1}{16}$ oz., about 1500 seeds, \$3.00; $\frac{1}{8}$ oz. \$5.50; $\frac{1}{4}$ oz. \$10.00; $\frac{1}{2}$ oz. \$19.00; 1 oz. \$35.00; 2 ozs. \$65.00.

POLYANTHUS IN SEPARATE COLORS:

***RED SHADES:** Brilliant range of giant flowers.

***GOLD SHADES:** Giant golden yellow. Bright.

***WHITE:** Cream to pure white with orange eye.

GOLD LACED: Flower edges laced with gold.

SEEDS: Packet any one of the above 4 colors \$1.25; 3 pkts. any 3 colors for \$3.50.

OTHER CHOICE VARIETIES

AURICULA: The popular alpine Primrose for the shaded rockery. Large flowers in medium clusters and color range is novel and attractive. Each floret has a contrasting eye.

BULLEESIANA: Grows about 24" tall. The strong stiff stems have 4 to 8 tiers of flowers in bright shades of orange, carmine, apricot and blue.

CASHMERIANA: A unique, not too often seen Primula of shades of lilac to purplish blue. The heads are dense, plants robust and about 10" tall.

CASHMERIANA RUBY: A deep red shade of this type. Striking and rather rare.

DENTICULATA HYBRIDS: Globular heads of small flowers shading from lilac to white.

KEWENSIS THURGOLD: Mildew-resistant strain. A bright yellow, large flowered Primula.

ROSEA GRANDIFLORA: Bright rosy-carmine. Height about 6 inches.

JAPONICA: A choice mixture of white, pink, rose and cerise.

SEEDS: Packet varying in quantity with variety, any one of the above varieties, \$1.00; 3 for \$2.50; one each of all 8 for \$7.00.

HARROLD'S GARDEN PROVEN GERMINATION TESTED

SEEDS ARE YOUR SAFEST CHOICE.

VARIETIES ARE ALWAYS THE FINEST.

Harrold's PEDIGREED GLOXINIA

Few plants afford the florist as much potential profit in the pot plant field as these Gloxinias and our selection here covers just about all the principle commercial varieties that are of any value. The culture from seeds is somewhat similar to that of Begonias and is in no way beyond the capabilities of the reasonably experienced professional grower. We supply a complete folder covering their planting and culture with every order for seeds and they can easily be flowered in 4 to 6 months.



Actually about the only time of the year when these seeds are not in ideal planting season is between May and July and even then they may be planted with much success. July and on through the fall months is the ideal time to plant these for blooming pot plants during the winter and spring months following. It is suggested that a succession of plantings be made so as to have a constant supply of these plants as they sell well practically any time you can bring them into bloom. They should appeal especially to your customers who admire African Violets.

VARIETY	COLOR	Pkts. about 300 seeds	Price per	pkt.	3 pkts.	1/128 oz.	1/4 oz.
HYBRIDA GRANDIFLORA MIXED:	Fine pot culture, large flowers.	\$1.00	\$2.50	\$5.00	\$ 9.00	
ANJA EGELS: (NEW)	Very large scarlet with soft, flexible leaves.	1.50	3.50	7.50	12.00		
BERLIN RED IMPROVED:	Bright scarlet-red of compact habit.	1.50	3.50	7.50	12.00		
DEFIANCE:	Long the standard fiery scarlet self.	1.00	2.50	5.00	9.00		
EMPEROR FREDERICK:	A fine scarlet bordered white.	1.00	2.50	5.00	9.00		
EMPEROR WILLIAM:	Dark violet with white border. Large.	1.00	2.50	5.00	9.00		
FLAME:	Deep crimson.	1.00	2.50		
GIERTH'S HYBRID RED:	Bright scarlet-red with flexible leaves.	1.50	3.50	7.50	12.00		
GIERTH'S HYBRID BLUE:	Medium to velvety purple-blue. Flexible.	1.50	3.50	7.50	12.00		
GIERTH'S HYBRID WHITE:	Large, satiny white with flexible leaves.	1.50	3.50	7.50	12.00		
HARROLD'S GIANT FLORIST RED:	Huge blood-red self.	1.50	3.50	7.50	12.00		
HARROLD'S SHADES OF ROSE:	New rich shades, some white throats.	1.50	3.50	7.50	12.00		
MONT BLANC:	A large leaved, glistening pure white.	1.00	2.50	5.00	9.00		
PRINCE ALBERT:	Frilled darkest violet.	1.00	2.50	5.00	9.00		
RHINE:	White with pink border. New to our line.	2.00	5.00		
RIO des ROGUE:	Brilliant blood-scarlet. Flowers frilled.	1.00	2.50	5.00	9.00		
SPOTTED HYBRIDS:	A new selection. Large flowers, spotted in throat and all over. Light shades but several colors.	1.50	3.50	7.50	12.00		
SWISS RED AND WHITE:	Flowers scarlet with white edge. Frilled.	1.50	3.50	7.50	12.00		
VIOLACEA:	Velvety bluish purple. An old timer.	1.00	2.50	5.00	9.00		
WATERLOO:	Ruffled bright scarlet. Old and well known.	1.00	2.50	5.00	9.00		
FLORISTS GIANT MIXED:	A select blend (we make it) of types and colors suited to the special needs of the professional grower. We have included flexible leaved sorts as much as possible.	1.50	3.50	7.50	12.00		

We suggest anticipation of your planting dates allowing some time safety factor for delivery as these seeds are in heavy demand and sometimes during the year supplies arrive slower than the demand for them develops. New crop will soon be coming in, however.

WALLFLOWER - BIENNIAL

We have been pleasantly surprised by the revival of interest in this attractive group of varieties. While they have always been very popular in Europe the American gardener seemed to have lost interest in them a few years back. We brought in some top quality varieties a couple of years back and offered them. Beyond a doubt many gardeners are rediscovering them and they should have your attention as well. They are easily grown, make a flashy showing but best of all they are in full bloom at a time of the year when bright colors are most desirable - March, April and May.

AURORA: Large, bright chamois.

CARMINE KING: Rosy carmine.

BACCHUS: Large, pure wine-red.

COVENT GARDEN: Immense bright scarlet.

GOLDEN STANDARD: Popular bright yellow.

HAMLET: Brilliant golden orange. Compact.

ORANGE BEDDER: Deep orange.

PRIMROSE MONARCH: Large primrose yellow.

RUBY GEM: Ruby red.

SCARLET EMPEROR: Best scarlet.

SPLENDID MIXTURE: A blend of many characteristic shades.

SEEDS: Per packet (liberal) 50¢; $\frac{1}{4}$ oz. \$1.00; $\frac{1}{2}$ oz. \$1.50; 1 oz. \$2.50 per variety.

Harrold's NOVELTY FLOWER SEEDS

We have endeavored here to assemble a group of rare or not too common flower seeds that will be of value to the greenhouse grower and retail florist. Many of these items are difficult to obtain except from scattered specialists and they come from the ends of the earth in many cases. Some of these varieties are not generally available even from the largest seed dealers.

Because of the nature of some of these items seeds are scarce and in limited supply. We have marked those (*) which may often have to be shipped in rotation of your orders booking as the seeds are available from limited harvests or from our sources. Also, due to the rareness of some, we have issued cultural folders to help you succeed with them. These are marked (†) and these folders will always be sent with the seeds where available.



These have become a great specialty with us and our list is constantly growing. They are a group that affords every florist much variety and some of them attract much attention because they are not widely grown or often seen. Most often this is because the seeds are very difficult to obtain. You will find growing some of these varieties from seed a rewarding effort if only to obtain valuable mutations from which to propagate by cutting.

KIND	Description	Price per packet	No. of seeds in pkt.		
		200	500	1,000	5,000
CONNOISSEUR'S BLEND NOVELTY BEGONIAS: †					
	This is a compounded blend we especially make for the grower who is experimentally minded. Seeds of many varieties from many sources are included such as Rex, tuberhybrida, semperflorens, metallica, heterosis and many other forms. The plants produced by this blend will prove interesting in their varied forms and afford much basic material for a collection.	\$1.75	\$3.00	\$5.00	\$20.00
REX BEGONIAS: * †					
	These seeds of Rex - cultorum are from an outstanding group of highly colored hybrids that have been selected for their beautiful decorative leaves. A most interesting group that is popular for potted house plants. These come to us from a famous specialist in their culture and are a superior strain.	2.00	4.00	7.50	30.00
HERACLEIFOLIA: †					
	A seldom seen ornamental Begonia from Mexico. Has large bronzy leaves and rose colored flowers on long hairy stems.	1.50	2.50	5.00
TUBEROUS ROOTED BEGONIAS: Giant flowered types. †					
	This is the so popular group of strains that produces such huge, beautifully colored flowers. They may be grown as pot plants or do well in yard beds in light to medium dense shade.				
GIANT CAMELLIA DOUBLE: The finest American strain seed. Far superior to imported stock both in bloom and plant quality. Available in a mixture of colors only.					
		2.50	4.00	17.50	
GIANT CARNATION DOUBLE: Finest American strain of this type. Very large flowers in a well balanced mixture of colors only.					
		2.50	4.00	17.50	
CRISPA or SINGLE FRILLED: Finest American strain. Flowers heavily ruffled at the edges. Supplied in fine mixture only.					
		2.50	4.00	17.50	
HARROLD'S FANCIERS BLEND: Our own production. In addition to the above three types much seed is included from hand crosses in our experimental work. These will develop many different forms and colors not usually found in regular commercial stock.					
		2.50	4.00	17.50	

KIND	Description	Price per packet	No. of seeds in pkt.			
		200	500	1,000	5,000	
TUBEROUS ROOTED BEGONIAS HYBRIDA MULTIFLORA: †						
Small flowered types. These make excellent pot and bedding plants or for hanging baskets. The flowers are freely produced and up to 4 inches.						
HELEN HARMS:	Upright growing bright golden yellow.	\$.	\$2.00	\$3.50	\$15.00
*HEIMAT:	Upright salmon orange. A good pot plant.			2.50	4.00	17.50
TASSO:	Upright. Rose shaped flowers of light blood red.			2.50	4.00	17.50
PENDULA LLOYDII:	Pendent habit for baskets in many shades.			3.00	5.00	20.00

FIBEROUS ROOTED BEGONIAS: †

These are the ever-popular winter flowering Begonias grown for house pots or they make ideal plants for summer beds in a partly shaded situation. Much more usable than many growers think of them.

THE F/1 HYBRID GROUP: These have more uniformity, better plant and bloom growth and should be given a trial. They make better selling stock. We supply only originators stock and packets are priced at \$1.25 for about 1,000 seeds.

PINK PEARL: Bright pink with flowers size of Adeline.

RED PEARL: Outstanding red 6 - 8 inches tall. Very fine.

RED TAUSEND SCHON: Free flowering dark scarlet. 6 - 8 inches high.

ROSE TAUSEND SCHON: Bright rose of same habit.

THE DWARF CLASS: Usually 7 to 9 inches tall. †

	500 sds.	1/128 oz.	1/4 oz.
ADELINE: Bright rose, green foliage about 8" high.	\$1.00	\$1.75	\$3.00
BALL RED: Brilliant scarlet, reddish green leaves. 8".	1.00	1.75	3.00
BOIS de VAUX ROSE: Bright rose, green foliage. 9".	1.00	1.75	3.00
*SNOWBANK: Glistening white with fresh green foliage. 8".	1.00	1.75	3.00

THE INTERMEDIATE CLASS: Usually 9 to 12 inches tall. †

*CARMINE: The original bronze leaved Begonia, flowers rose-pink.	.75	1.50	2.25
ENCHANTRESS: Fresh rose with green foliage. 10".	.75	1.50	2.25
INDIAN MAID: Bright scarlet buds and flowers, foliage bronze.	.75	1.50	2.25
KING OF THE REDS: Dwarf bright scarlet with bronze foliage.	.75	1.50	2.25
LUMINOSA: Deep scarlet with reddish brown foliage. 10".	.75	1.50	2.50
ROSABELLA: Large flowered pink, green foliage. 10".	.75	1.50	2.50
SCANDINAVIA PINK: Bright rose-pink. Leaves green tinged bronze.	.75	1.50	2.50
WHITE PEARL: Large white tinged pink. Foliage green, red stems.	.75	1.50	2.25
WINTER ROMANCE: Carmine rose, green foliage. 10".	.75	1.50	2.50
CHRISTMAS CHEER: Tall bright red, dark foliage. 16".	.50	1.00	1.75

FIBEROUS ROOTED BEGONIA MIXTURE: A fine blend for pot plants.

.50 1.00 1.75

INTERESTING GESNERIAS

Here is a group of seeds, all having quite similar cultural requirements that works in well with your Gloxinia and Begonia groups. You'll find them interesting and of great value for producing pot and house plants. A cultural leaflet is supplied with all orders for these seeds.

Seeds per Packet 200 500 1,000

AFRICAN VIOLETS: Saintpaulia.

One of the most popular pot plants of recent years. These seeds may be planted over a large part of the year and they come into bloom in from 8 to 10 months. The seeds are not easily obtained and supply is limited at certain times of the year. Usually, however, we can ship them promptly.

IONANTHA HYBRIDS: A fine group of dark blue shades.

\$1.50 \$2.50 \$4.00

BLUE FAIRY TALE: A fast growing, free flowering type of uniform shade. Color a bright purple-blue.

2.00 3.50 6.00

HYBRID MIXTURE: From a top quality collection of named varieties. This is the one most apt to produce new and unusual shades.

3.00 5.00 9.00

STREPTOCARPUS - CAPE PRIMROSES:

Flowers are large, fringed trumpets 4 to 5 inches across in a bright array of colors including red, pink, lilac and white. For pot plants plant from April to December; for cut-flowers sow from Oct. to March. Plants are stemless with broad basal leaves of luxuriant green. Easily grown in a cool greenhouse. They need a bit more room than Gloxinias.

WIESMOOR HYBRIDS: A fast growing strain with many new shades.

1.75 3.00 5.00

FINE MIXTURE: An excellent blend of bright shades.

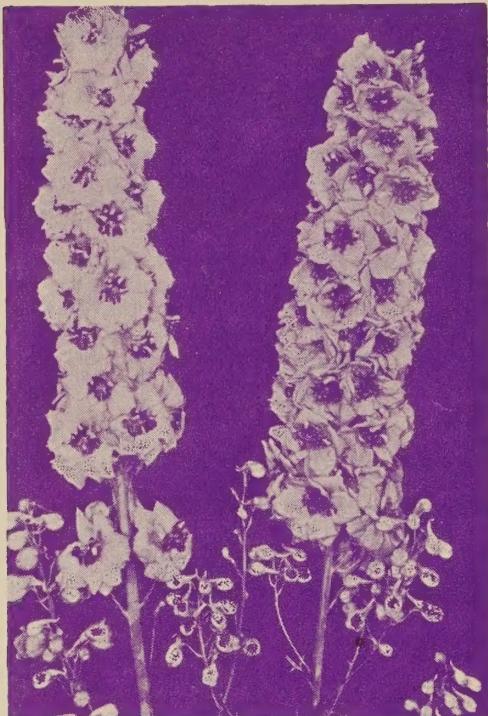
1.25 2.00 3.50

GESNERIS MACRANTHA:

Another plant of interest that is closely related to Gloxinia and requires about the same culture. Leaves resemble the Gloxinia and an upright, central stem bears many slender, tubular flowers of red and scarlet shades. An excellent pot plant blooming from seeds in about 9 months. Keep shaded in summer.

COMPACTA HYBRIDS: A fine type and colors. The best we've seen.

1.25 2.00 3.50



Pacific Giant Hybrid DELPHINIUM

For the American garden this group of Delphiniums, Pacific Giant Hybrids, is by far the best for all round use. They are better adapted to our American growing conditions than most of the imported varieties and their color range covers a very wide selection, all equally sturdy in their habits. Sufficiently hardy to permit their culture practically anywhere in the U. S. A. they come remarkably true from seeds. Not quite as tall as some of the English varieties (a definite advantage in windy locations) the stems are tough and willowy making their culture practical in exposed locations. The flowers are huge and the percentage of doubles is very high when grown from our seeds. Plants are unusually disease resistant. New crop seeds start coming in in July each year.

ASTOLAT: The last series of this group to be introduced. Color range varies from pale blush through pink, rose and lilac with a few raspberry shades. Dark bees. Habit same as others in this strain.

SEEDS — $\frac{1}{2}$ Trade Pkt., \$1.00; Regular Pkt., \$1.85;
 $\frac{1}{8}$ oz. \$2.75; $\frac{1}{4}$ oz. \$5.25; $\frac{1}{2}$ oz. \$10.50; 1 oz. \$20.00.

BLACK KNIGHT: Really dark shades of velvety texture. The darkest colors of this series.

BLUE BIRD: A fine, medium blue with a white bee. Quite attractive and bright in any garden.

BLUE JAY: A very intense blue with a dark bee. The most popular of the blues.

CAMEILARD: An exquisite pure lavender with opalescent overtones. Very striking.

GALAHAD: This has been by far the most popular pure white delphinium ever developed.

GUINEVERE: A pinkish lavender with opalescent overtones. White bee. Another striking color.

KING ARTHUR: Royal violet-blue with white bee. One of the most eye catching of the group.

LANCELOT: Clear lilac self with white bee. Very delicate and appealing.

ROUND TABLE: This is a well balanced mixture of all the different colors of this group

SIR PERCIVAL: Newest white with large black bee. Striking but not as popular as Galahad.

SUMMER SKIES: Light blue, attractive white bee that looks like cotton clouds in a summer sky.

SEED PRICES — Trade Packet, about 700 seeds, \$1.00; $\frac{1}{8}$ oz. \$2.25; $\frac{1}{4}$ oz. \$4.25; $\frac{1}{2}$ oz. \$7.50;
 1 oz. \$14.00; 2 ozs. \$27.00. Each variety a separate item.

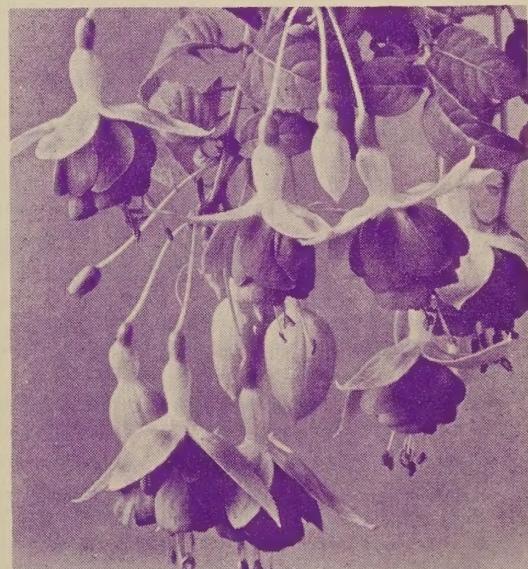
Harrold's

FUCHSIA SEED

SUPERLATIVE MIXTURE: The ultimate in quality being from all hand pollinated crosses on parent plants of named varieties rated "A" or "B" class by the American Fuchsia Society. Will bloom usually in 8 months to a year from planting. Seeds germinate slowly and irregular so plant early. **PRICE:** Per packet of about 150 seeds \$2.00; 1,000 seeds \$11.00.

DOUBLE AND SINGLE MIXED: From a most choice collection of named parent plants in a full range of colors and types. **PRICE:** Per packet, about 150 seeds \$1.50; 1,000 seeds \$6.00.

Culture folder supplied with every Fuchsia seed shipment.



INFORMATION ABOUT ORDERING

In a large, world-wide operation, such as we maintain much better service is possible when a uniform routine is followed as nearly as possible. It is not practical to cover the information given here completely in every pricelist we send out so this annual summary is given for guidance throughout the year. It will help us to serve you better where you know the normal procedure and business terms.

FOREIGN DELIVERIES

We appreciate the extensive business from customers living outside the United States as well as that from domestic customers and in all cases we will do all we can to give good service and delivery on quality products. There is, however, problems of export and import which are beyond our control and usual procedures are given here.

SEEDS: In smaller quantities can usually be sent by letter post without much conflicting regulations and are usually forwarded in that manner. Larger orders may require port of entry or tariff permits. Check this and supply any papers or forms required by your country.

BULBS OR TUBERS: May be sent to most countries with reasonable safety but the purchaser should inquire as to regulations applying in his country and supply any special papers or forms that we are to be required to fill out at time order is made. CANADIAN customers will have to apply to Ottawa for an import permit with which will be issued a shipping label that must be forwarded to us to make shipment.

PLANTS: We make NO ATTEMPT to export live plants as delays in inspection makes delivery in good order doubtful.

DELIVERY BY AIR

Air transport affords a saving in time that is of value over long distances but not much under 500 miles. It may save as much as six days turn around transcontinental.

FREE AIR SERVICE ON SEEDS: It has been our policy for more than 20 years to give free Air service on seeds where order arrives by air and is accompanied by full remittance. This applies to seeds only that have a per ounce price of \$5.00 or more and where order is for \$3.00 or more.

PLANTS AND BULBS: The cost of air transportation on these in most cases is prohibitive. By Air Parcel Post charges start at 60¢ per pound and goes to 80¢ per pound from Chicago east. Air Express is still more costly, in some cases reaching or exceeding \$1.00 per pound. Where this service is desired on this material, remit adequately to cover it or we will make balance C. O. D.

TERMS AND CONDITIONS OF SALE

ALL OFFERS ARE SUBJECT TO CROP AND AVAILABILITY AT TIME ORDER IS RECEIVED.

ORDER IN TIME: Catalogues and pricelists are issued as nearly as practical, either just in advance or at the start of the major seasons when material offered is of a seasonal nature. We are ready to ship or book orders at time offer is released in accord with information stated. Advanced or prompt ordering of your seasons requirements at that time will make possible better service although we will at all times render the best possible service. Unless there is a special reason for not doing so we will ship all orders in sequence of their arrival just as quickly as possible. As we produce much of our stock, crop, harvest and demand may affect deliveries although seldom very much.

MINIMUM ORDERS: Because of present high overhead in the seed business we must decline any order for seeds amounting to less than \$1.00; for plants or bulbs amounting to less than \$2.00. We do not supply any quantities smaller than the minimum units listed. Intermediate amounts less than 100 will be supplied at the rate of the next smaller quantity listed. Where 250 of an item is quoted not less than 500 will be supplied at the 1,000 rate but otherwise 250 will be given the 1,000 rate.

ACCOUNTS: Remittance must accompany all orders from customers not having established an account with us. To establish an account initial order must be for \$25.00 or more and proper commercial or trade references be given allowing sufficient time to make the normal investigation of references. Where these terms are not met shipment of seeds will be made C. O. D. with a service charge of 25¢ covering additional clerical work of such forwarding. We do not ship perishable plants or bulbs C. O. D.

ALL PRICES QUOTED: Are net to that branch of the trade to which list is issued. No discounts.

FUNDS MAY BE SENT: By check (collectable at par), Draft, Postal or Express Money-order. Currency or coins are sent strictly at the remitters risk and should be registered. Stamps will not be accepted in an amount of more than 95¢ or in denominations larger than 10¢.

DELIVERIES GUARANTEED: To the extent of safety from damage in transit and proper packing when dispatched we guarantee safe arrival. All shipments will carry valid shipping papers in force and controlling at point of dispatch, clearing the health of the material shipped. It is understood, however, that sale has taken place at point of shipment and material travels as the property of the purchaser. Full instructions for obtaining any after-service required will accompany our invoice on each shipment.

LIMITATION OF LIABILITY: Because of the variability of culture and climate, as well as the skill of different growers, no warranty, either expressed or implied can be given relative to productivity, description or crop produced by any seeds, bulbs, tubers or plants. Therefore, any liability on the part of HARROLD'S is understood to be limited in every case to the value of the actual purchase price received. Claims of any nature must be reported promptly, as soon as normally possible to ascertain the condition reported and in accord with instructions on our invoice or service folder.



Harrold's Pansy Gardens and Greenhouses
HORTICULTURISTS SINCE 1902
P. O. BOX 29-WD GRANTS PASS OREGON, U. S. A.



Mr. Ralph R. Shaw
The Librarian
U. S. Dept. Of Agriculture
Washington 25, D. C.

FORM 3547 REQUESTED

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ESSENTIAL - PLEASE

Harrold's CINERARIA SEEDS

CRAMERS PRIZE: (Reselected) Very large heads, medium small flowers in rich shades mixed. Per 1,000 seed pkt. \$1.25; $\frac{1}{4}$ oz. \$2.00; $\frac{1}{8}$ oz. \$6.00.

C. S. & M. MIXED: A universal blend of Cramers, Sitters & Multiflora that meets general average need. 1,000 seed pkt. \$1.00; $\frac{1}{4}$ oz. \$1.90; $\frac{1}{8}$ oz. \$5.50.

HOWARD AND SMITH CALIFORNIA SUPER GIANTS: Outstanding large flowers often 4 inches across in large basal branched heads. Plants 12 to 16 in. tall and color range brilliant and varied. 1,000 seed pkt. \$1.25; $\frac{1}{4}$ oz. \$2.50; $\frac{1}{8}$ oz. \$9.00.

MULTIFLORA NANA HYBRIDA: Attractive flowers of medium size in large heads with yellow centers. Mostly self colors. A compact, good shipper. 1,000 seed pkt. \$1.00; $\frac{1}{4}$ oz. \$1.50; $\frac{1}{8}$ oz. \$5.50.

SITTERS RAINBOW MIXTURE: Immense heads of medium flowers with white eye and small foliage. 1,000 seed pkt. \$1.25; $\frac{1}{4}$ oz. \$2.00; $\frac{1}{8}$ oz. \$6.00.

BEST VARIETIES

Cineraria are always a popular winter and spring pot plant and the varieties listed at the right are probably the best general selection that you will find in them. These seed come to us from foremost specialist growers and are of excellent strain. $\frac{1}{4}$ ounce has about 3,000 seeds and will probably produce 1,500 to 2,000 plants.

CUT FLOWER Stocks

Our Stock seeds are especially selected for the production of cut flowers from the cultures of three of the world's foremost growers of these. They are unsurpassed in quality.

GIANT DOUBLE COLUMN

BALL No. 1: Lilac lavender.

BALL No. 6: American Beauty carmine.

BALL No. 7: Malmaison pink.

BALL No. 8: Ruby. Carmine-red.

BALL No. 9: Chamois pink. Rosy buff.

BALL No. 11: Rose pink, lighter than No. 22.

BALL No. 14: Deep rose pink.

BALL No. 16: Improved florist white.

BALL No. 20: Apricot, creamy buff. Late.

BALL No. 21: Purple Heart.

BALL No. 22: Supreme. Silver rose.

BALL No. 24: Deep apricot. Deeper than No. 20.

AVALANCHE: New. Early giant white.

GARDENIA: Glistening pure white.

ILLUSION: Deep scarlet.

PASTEL LAVENDER: A new light shade.

ROYAL PURPLE: Deeper than Ball No. 21.

SILVER LILAC: Very fine lavender.

WHITE GIANT: Earliest, tallest white.

YELLOW WONDER: Best cut-flower yellow.

FLORIST MIXTURE: A well-blended range.

A SPECIAL PRICE FORMULA: Our uniform price of \$9.00 per ounce is the lowest in the industry for highest quality seeds. All freshest crop. You can buy 1/10 ounce units at the ounce rate; 1/10th. oz. 90¢; 2/10ths. oz. \$1.80 etc.